

**FEDERAL COMMUNICATIONS COMMISSION  
WASHINGTON, D. C. 20554**

**IN REPLY REFER TO:  
1800B3-KLJ**

October 14, 2010

Clay E. Holladay  
New South Radio, Inc.  
265 High Point Drive  
Ridgeland, MS 39157

**In re: WIIN(AM), Ridgeland, MS**  
Facility ID No. 48646  
Silent Since June 22, 2010

Request For Special Temporary  
Authority To Remain Silent

Dear Mr. Holladay:

This letter concerns the request, filed on July 14, 2010, on behalf of New South Radio, Inc. ("South"), for Special Temporary Authority to permit AM Station WIIN to remain silent.

South's request states that WIIN(AM) went silent on June 22, 2010, for financial reasons. South's request includes the appropriate certification regarding Section 5301 of the Anti-Drug Abuse Act of 1988.<sup>1</sup>

South's request will be granted. Accordingly, Special Temporary Authority is granted to permit Station WIIN(AM) to remain silent not to exceed 180 days from the date of this letter. **Notwithstanding the grant of this special temporary authority, the broadcast license for WIIN(AM) will automatically expire as a matter of law if broadcast operations do not commence by 12:01 a.m., June 23, 2011.**<sup>2</sup> See Section 312(g) of the Communications Act, 47 U.S.C. Section 312(g).

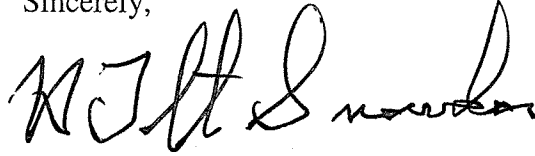
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<sup>1</sup> In the event extension of Special Temporary Authority is sought, please renew the certification in this manner.

<sup>2</sup> Notification of resumption of broadcast operations must be mailed to:  
Federal Communications Commission  
Attn: 1800B3-DW, Room 2-B450  
445 12<sup>th</sup> Street, S.W.  
Washington, D.C. 20554

The station's silent status does not suspend the licensee's obligation to comply with all other relevant Commission rules, including the filing, when appropriate, of applications for renewal of broadcast license. Finally, we note that it is imperative to the safety of air navigation that any prescribed painting and illumination of the station's tower shall be maintained until removed. *See* 47 C.F.R. Sections 17.6 and 73.1740(a)(4).

Sincerely,

A handwritten signature in black ink, appearing to read "H. Taft Snowdon". The signature is fluid and cursive, with the first name "H." being prominent and the last name "Snowdon" written in a more continuous script.

H. Taft Snowdon  
Supervisory Attorney  
Audio Division  
Media Bureau

cc: David D. Burns, Esq.